

Researcher's Role in Dissemination

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Research plays a critical role in the advocacy process in tobacco control. While we know enough about what works in tobacco control to act, we must continue to build the science to improve our policy and program interventions. New research can inform the policy and programs for which we advocate and also shed light on how tobacco industry actions (e.g., marketing, new products, etc.) affect the work of tobacco control. The research findings also can be used explicitly in the media and policy advocacy arena. The role of advocates includes monitoring and understanding the latest research on key issues, relating the findings to program and policy goals, disseminating the findings, and applying the research to media and policy advocacy efforts.